

TRADE
DEVELOPMENT
ALLIANCE
of
GREATER
SEATTLE

In This Issue

Membership Information, **page 6,7**
Members Tops on Web Site, **page 7**
Greater Seattle International News, **page 8**
Fall Business Mission to Europe, **page 9**
Company Profile: Denny Miller, **page 10**
Company Profile: Starbucks Coffee, **page 11**

Port of Tacoma Joins Trade Alliance

The Port of Tacoma joined the Trade Alliance partnership in January of this year. Other Trade Alliance partner organizations are the Port of Seattle, cities of Seattle and Everett, Snohomish and Metropolitan King counties, Greater Seattle Chamber of Commerce and organized labor.

Last year, an official from the Osaka Chamber of Commerce traveled down I-5 after a series of meetings in Seattle to meet with the Tacoma-Pierce County Chamber of Commerce. She didn't notice when she crossed over the border from King County into Pierce County. She did know that she was in a logistics and distribution hub of the region. She was informed of the vibrant aerospace, machinery, plastics, food products, electronics and healthcare industries in the area. She was obviously interested that \$8.03 billion worth of trade flowed through the Port of Tacoma to and from Japan.

The Port of Tacoma, one of North America's leading container ports, is also one of the main economic engines of the Greater Seattle

Continued on page 2

FORÇA BARÇA! Greater Seattle's Leadership Visits Barcelona

Barcelona has risen over the past twenty years from a second tier European city to one of the most admired. Once known for its beautiful Mediterranean beaches and thriving nightlife—an ideal location for tourists from around the world—the vibrant city is now much more than a traveler's paradise. The past two decades have seen Barcelona emerge with a new identity as one of Europe's key business and logistics centers. This is due in great part to excellent leadership and the successful implementation of strategic economic plans. Barcelona, and its surrounding state of Catalonia, today constitute a major percentage of Spain's overall economy and its contribution to the European Union. Strategically located with equal access to Europe and Africa, Barcelona is perfectly positioned as a leader in the new economy. This world-class city will be the destination for the 2002 International Study Mission to Barcelona taking place this May.

The Study Mission to Barcelona is the 25th in a series of international and domestic study missions

Continued on page 4

Tacoma, continued from page 1

metropolitan region. The Port is one of the assets a regional promotion organization would present to the world. For this and many other reasons, the Port of Tacoma joined the Trade Alliance partnership in January.

At the Port of Tacoma, six container carriers and their alliance partners offer service to major load centers in Asia, Alaska, Hawaii, Guam and the U.S. West Coast. Tacoma's strategic location and excellent highway, rail and air transportation connections and deep water port help make it a major center for international trade.

Each year, the Port of Tacoma handles more than 15 million tons of cargo. This amounts to more than \$20 billion in international trade each year, not including an estimated \$3 billion in trade with Alaska.

Based on dollar volume, Japan is the Port's leading international trade partner, followed by China (including Hong Kong), Korea and Taiwan. Major exports through Tacoma include machinery, meat, grain, plastics and auto parts. Prominent imports through Tacoma include machinery, electrical equipment and components, automobiles, auto parts,

toys and sports equipment.

The Port's four international container carriers (Evergreen Line, Hyundai Merchant Marine, "K" Line, and Maersk SeaLand) offer service to all major ports in Asia and to the rest of the world through both direct and connecting services.

International containers are the fastest growing

The Port is a leader in the Tacoma-Pierce County area and the entire Greater Seattle region, having a large impact on economic development and jobs.

segment at the Port, and that trend is expected to continue. Container traffic through the region is expected to double in the next 20 years. In 2001, containerized cargo volumes reached 1.32 million TEUs. Together, the Ports of Tacoma and Seattle (the two ports manage about the same amount of containerized cargo) handle more containers than New York-New Jersey. The volume of international containers grew 12.6 percent from the previous two years, led by a 46 percent increase in the number of containers moving between Tacoma and China. The Port expects international container volumes to increase by two percent in 2002.

Customer growth also spurred an increase in intermodal lifts—the transfer of containers between ship and rail—in the Port's three intermodal rail yards. Tacoma has been a pioneer in intermodalism, and was the first port on the West Coast to develop an on-dock intermodal rail yard in 1981. The total number of lifts in 2000 was 314,800, an increase of 14 percent over 1999. Close to 70 percent of all the international containers moving through Tacoma arrive or depart the Port via intermodal rail. That figure is a strong indicator of the Port's role as a major national and international gateway for trade.

The Port of Tacoma is:

- The sixth-largest container port in North America
- Among the top 40 container ports in the world
- The "Gateway to Alaska" handling more than 80 percent of all waterborne cargo moving from the lower 48 to that state
- Washington state's leading port in handling automobile imports and exports
- The leading Washington port in exporting forest products

Continued on page 3

Tacoma, continued from page 2

The Port is a leader in the Tacoma-Pierce County area and the entire region, having a large impact on economic development and jobs. An economic impact study documenting the year 2000 shows that 28,400 jobs in Pierce County are related to the Port's activities. The study also found that 101,700 jobs in Washington state are related to activities at the Port of Tacoma, further illustrating the Port's influence throughout the region. When you consider the Ports of Seattle, Everett, Bremerton and Olympia, the impact of the maritime port industry to the entire region is huge. At the same time, stiff west coast competition means all the ports must continue to work hard to maintain and grow.

Almost all of the major industry sectors in Greater Seattle are region-wide. Tacoma and Pierce County play a significant role in making this region a center of high technology. The City of Tacoma provides a municipally-owned infrastructure for high-speed cable/telecommunications called Click! Network. High technology--from Internet start-ups to advanced telecommunications and co-location facilities--is burgeoning in Tacoma. Health care is a top employment sector in Tacoma. Like all high technology centers, Tacoma and Pierce County are

Port of Tacoma's Top Five Trading Partners – 2001

- Japan, \$6.73 billion
- China, \$5.10 billion
- Alaska, \$3.57 billion
- Korea, \$2.68 billion
- Taiwan, \$1.65 billion

home to top-flight educational institutions, including two private universities and the Tacoma branch of the University of Washington. All of this contributes to a high tech, international region.

The Port of Tacoma had the foresight to plan for the growth of international trade and continues to

prepare for the future. The Port continues to work on developing transportation infrastructure to efficiently move cargo into and out of the Port. In 2001, the Port considerably eased the flow of goods moving through the Port area with the construction of the \$33 million Port of Tacoma Road Overpass. In addition to speeding the movement of trucks in and out of the Port, it makes cross-Port trips faster and



safer for motorists. Elevating the roadway also allowed the Port to build new rail tracks to speed the movement of cargo.

Last year, the Trade Alliance organized a trade and business mission to South Korea and Taiwan. The delegation included leadership from the ports of Tacoma, Seattle and Bremerton. Presentations were made throughout the trip on the region's distribution and logistics assets. The presentation--created jointly by the Ports of Tacoma and Seattle--was presented alternatively by representatives from the two ports on the trip. The trade and business mission illustrates how the region is tied together economically. As Ben Franklin said, "We must all hang together, or assuredly we shall all hang separately." The Port now hangs with the Trade Alliance's other partners--the Port of Seattle, cities of Seattle and Everett, Metropolitan King and Snohomish counties, Greater Seattle Chamber of Commerce and organized labor--in promoting this region and its assets to the world.

For more information about the Port of Tacoma, you can visit their web site at www.portoftacoma.com or call 253-383-5841.

Barcelona, continued from page 1

organized by the Greater Seattle Chamber of Commerce and Trade Alliance, which has again organized the agenda for the visit. The Study Mission program is recognition by our region's civic leadership that the lessons learned from other cities and cultures throughout our nation and the world will benefit our citizens. This year's mission is led by Snohomish County Executive **Bob Drewel**, Perkins Coie's **Shan Mullin**, and U.S. Bank's **Tom Hartley**. Other delegates include commissioners from both the Ports of Seattle and Tacoma and businesses and elected officials from throughout the Greater Seattle region.

Barcelona was selected as a study mission

Barcelona: #1 in Quality of Life

Barcelonans have long claimed they live and work in the best city on earth. It seems others, at least within Europe, agree they may just be right. In the 2001 edition of the European Cities Monitor, published annually by the UK firm Healey & Baker, Barcelona was ranked for the fourth consecutive year as the number one European city in terms of quality of life. This ranking reflects factors such as Barcelona's reasonable cost of living, citizen safety, high quality health care, access to universities, abundant cultural and athletic activities, and numerous green spaces throughout the city. The world-renowned beaches and sunny Mediterranean climate are attractive features as well. Even the airport has been noted as exceptional for travelers going to and from this enjoyable city. In 1998, *Conde Nast Traveller* recognized this modern facility as the "best airport in the world", a distinction echoed by *Business Travel World* magazine who deemed it "best international airport" in 1999.

Healy & Baker's 2001 Top European Cities for Quality of Life

- | | |
|--------------|---------------|
| 1. Barcelona | 6. Madrid |
| 2. Paris | 7. Stockholm |
| 3. Geneva | 8. Zurich |
| 4. London | 9. Vienna |
| 5. Munich | 10. Amsterdam |

destination for its success as a competitive international city. The mission also serves as a follow-up to the visit of Catalonian Minister of Trade, Industry and Tourism **Antoni Subirà i Claus** who led a business delegation to Seattle in 1999. With this visit, Catalonia's interest in Seattle was made obvious and we became aware of Catalonian President **Jordi Pujol's** effective efforts to create a sustained economic strategy for the region.

The economic strategy and long-term vision of the City of Barcelona and Catalonian Government transformed Barcelona into a world-class competitor. Under the leadership of Barcelona's former mayor **Pasqual Maragall**, a 10-part strategic economic plan was developed to focus the growth of the city's presence in the international marketplace. The strategy was continued and further regionalized under the city's new mayor, **Joan Clos**, making Barcelona one of the few cities to have developed and steadily sustained a single economic strategy.

The strategy itself is based on the premise that borders between countries are increasingly permeable, intensifying the competition between regions for jobs and economic activity. Barcelona contends one outcome of globalization is that economic regions will need to fend for themselves and will therefore need to have a coherent strategy. And that's exactly what they have created.

The city's methods in implementing its economic strategy offer a model from which Greater Seattle can learn. Barcelona's strategy is organized into ten sectors, which have become the framework for study mission topics in May. These include promoting Barcelona as a center for: finance, logistics, health care, universities, new projects, Mediterranean diet, design, sports, environmental concerns and tourism. In each strategic sector, an organization has been created or an existing one designated to be responsible for its progress, creating a system of accountability to ensure the success of the plan. For instance, in the case of the Mediterranean Diet, there are actually two organizations whose sole purpose are educating the rest of the world about the healthy benefits (and culinary delights) of dining daily on olive

Continued on page 5

Barcelona, continued from page 4

oil, fresh seafood, sun-ripened vegetables and other delicacies integral to Mediterranean cuisine.

Barcelona's use of major public events to implement their strategies is also of particular note. The city has advanced sections of the strategy by hosting or creating an event with deadlines that force action. For instance, in preparing to host the 1992 Olympic Games, the city purposefully selected an undeveloped section of their waterfront as the location for the Olympic Village. The Village location remains one of the most popular sections of the city's thriving waterfront. The city created the upcoming 2004 Forum of Cultures event to complete development of the northern waterfront.

Delegates on the study mission will have an opportunity to study these methods first-hand when

meeting with representatives from the various strategic organizations. The delegation will focus specifically on topics including Barcelona's approach to design, logistics, universities and research, health systems, waterfront development and transportation.

In order for Greater Seattle to maintain its position as a world class region, its leaders must possess the sophistication that comes only with experiencing first hand the elements that make other cities successful. The relations between Greater Seattle and cities around the world, as well as the ties built between the delegates themselves, help ensure our region remains a competitive region in the world's economy.

Our 2003 International Study Mission will travel to Shanghai next April.

International Study Mission Program

Coordinated by the Trade Alliance and the Greater Seattle Chamber, the International Study Mission program is a traveling university exploring the theme of what it takes to be a "Competitive Region in a World Economy." The program seeks to create a cadre of Greater Seattle senior level executives in business, government, education and civic leadership focused on the challenges of globalization to an urban metropolitan region. The issues selected for presentation to our delegation are a combination of the best practices and innovative programs in the visited city, combined with important issues facing Greater Seattle. Destination cities are chosen for their competitiveness as one of the world's successful international cities.

These missions recognize that the United States is part of a competitive international economy. Greater Seattle and Washington state's special dependence on international trade requires us to understand our competitors' strategies and our customers' needs around the world. This international perspective is also critical in working with and serving our neighbors at home, given our region's multicultural population and steady flow of foreign students and visitors. Current events have given us new insight into the importance of studying

and understanding our global counterparts. The trip also allows Greater Seattle to benchmark itself against other competitive regions of the world.

Greater Seattle is the only American region working to build a sophisticated civic leadership on international urban and business issues through this type of annual program. The program packs a whole course into one week. The mission is designed to be a mutually beneficial experience, allowing both cities an opportunity to learn from one another. The trip provides a unique opportunity for collaboration and a strengthening of future ties with the cities we visit. These trips have led to reciprocal visits from markets that we have visited and have attracted participation from such figures as nationally syndicated columnist Neal Peirce.

The Barcelona mission is the ninth mission with an international focus, following trips to:

- Stockholm (2001)
- Berlin/Brandenburg (2000)
- Sydney (1999)
- Singapore (1998)
- London/Bristol (1997)
- Hong Kong (1996)
- Osaka/Kobe (1994)
- Amsterdam, Rotterdam and Stuttgart (1992)

New members of the Trade Alliance

China Pacific Group, Inc.

China Pacific Group assists U.S. & international companies in entering or expanding their presence in the China market. Industry expertise includes: environmental science and technology, branded consumer products, casual & quick serve dining, coffee, bottled water, and health foods.

Neuvant Aerospace Corporation

Based in Woodinville, Neuvant is the leading edge supplier of structural parts, assemblies, and precision forgings to the aerospace and transportation industries. With customers around the globe, Neuvant is setting the standard for world-class value, speed and customer satisfaction.

The Rockey Company/Hill & Knowlton

As the Northwest headquarters for Hill & Knowlton, The Rockey Company provides expert communications counsel for business, government and non-profit organizations. Services include public relations, public affairs, marketing communications and investor relations.

Terabeam Corporation

As the world's premiere provider of free space optics (FSO) technology, Terabeam designs, manufactures, sells and supports carrier-grade systems that enable carriers to extend the reach of their fiber networks, improve customer service and enhance return on investment.

Washington State University West

Located in downtown Seattle, WSU West serves as a branch office for Washington State University. Ranked among the top research universities in America, WSU is one of only two northwest institutions listed by U.S. News & World Report as one of the top 50 public universities.

For more information, or to establish your company's membership, contact Jenny Steen, (206) 389-7289, jennys@seattlechamber.com

MEMBER

The Trade Alliance welcomes companies to join our membership. Nearly 100 members. For an annual fee of

- * be included in our data bank according to your specific geographic and business interests.
- * be informed about international business visitors and opportunities to participate in outbound trade missions to targeted international markets via our "matchmaker" program.
- * receive reduced rates for Trade Alliance programs and marketing materials.

Thank you to our contributors

APCO Worldwide, Inc.
Bank of America
The Boeing Company
The Commerce Bank
Davis Wright Tremaine L.L.P.
Denny Miller Associates
Fluke Capital Management, LP
Fred Hutchinson Cancer Research Center
Hexcel/Heath Tecna Aerospace Co.
Kobe Trade Information Office
Lane Powell Spears Lubersky LLP
Liebman-Mimbu, PLLC
Microsoft Corporation
Miller Nash LLP

MEMBERSHIP

Companies and organizations

by 200 firms are currently

\$150 your company will:

* be featured on the Seattle Business Directory and Business Trip Guide on the Trade Alliance's web site.

* be asked to serve on ad hoc committees concerning Trade Alliance policy and planning;

* receive our quarterly newsletter and other regular mailings.

* receive free and automatic linkage from our Internet site to yours.

.....

Current patron members!

Perkins Coie

Philips Medical Systems Ultrasound

Preston Gates & Ellis LLP

Providence Health System

Sheraton Seattle Hotel & Towers

Starbucks Coffee Company

US Bank

The Walter Group

Washington First International Bank

Washington Mutual, Inc.

Wells Fargo HSBC Trade Bank

Westin Hotel

Wild Life Sport Fishing of Costa Rica

The Trade Alliance thanks the following who have renewed their memberships since January

5+ Years with the Trade Alliance

Canadian Consulate General

Fred Hutchinson Cancer Research Center

HSBC Bank Canada

Kobe Trade Information Office

Lease Crutcher Lewis

Lee Hecht Harrison

Seattle University

2 - 4 Years with the Trade Alliance

Amalgamated Transit Union Local #587

Banner Consulting International

Philips Medical Systems, Ultrasound

Members Most Popular Part of Web Site!

The Trade Alliance web site received nearly 19,000 page views in March with the directory of Trade Alliance members being the most popular part of the site.

Visitors to the Trade Alliance web site can search for members alphabetically by name or by industry sector, and are linked directly to the members' web sites.

Members get additional exposure in our industry sector overviews, also among the most popular parts of the Trade Alliance web site. We offer overviews of the software, health and medical, telecommunications, outdoor recreational equipment, architecture & engineering and other important industries of the region.

Check out the Trade Alliance web site at

www.seattletradealliance.com

Greater Seattle International News

Korean Trade Minister in Greater Seattle

The Honorable **Hwang Doo-yun**, Minister for Trade in South Korea, was in Seattle recently discussing the economy of his country. Speaking at a lunch hosted by the Trade Alliance, Korean Consulate, World Trade Center Tacoma and Washington Council on International Trade, Minister Hwang talked about the current status and future direction of Korea's economy. The Minister noted that the Korean economy has rebounded nicely from the financial difficulties of the late 1990s with GDP growth, and a more transparent, efficient economy. In fact, South Korea was one of the few Asian countries to experience positive economic growth in 2001 with 2.8 percent GDP growth. South Korea has certainly embraced new technology with 13.91 percent of the population having broadband access to the Internet. Because of this, Greater Seattle, with its high technology economy, was a logical place for the Trade Minister to visit in the United States. South Korea is already Washington state's sixth-largest trading partner. In the ten years of the Trade Alliance's existence, South Korea has consistently ranked as one of Washington state's top ten trading partners. Last year, the Trade Alliance organized a trade and business mission to South Korea, as well as to Taiwan.

Breaking Through Export Barriers

In March, the Trade Alliance, World Trade Center Tacoma and the U.S. Export Assistance Center hosted **Eric Stewart**, Special Assistant to the Assistant Secretary of the U.S. Department of Commerce. Mr. Stewart came to Seattle to discuss Market Access and Compliance (MAC), which assists American firms experiencing problems with overseas trade. MAC's foremost responsibility is enforcement of the trade agreements the U.S. has signed with other countries thereby ensuring that companies and workers receive the full benefits. By identifying barriers to U.S. exporters' access to overseas markets, MAC can implement strategies aimed at overcoming them, leading to increased U.S. exports and job growth. MAC primarily serves small and medium-sized firms who would not otherwise be able to overcome these barriers due to financial restraints. For more information, visit the web site at www.mac.gov/tcc or call the Trade Compliance Center (TCC) at (202) 482-1191.

\$4 Million for PLU's Intl. Programs

Recently, **Pacific Lutheran University (PLU)** in Tacoma, Washington received a \$4 million gift from a graduate and his wife to fund the development of an international education program at the university. Peter and Grace Wang established the Wang Center for International Programs at PLU to prepare students to be leaders in the global economy and to be advocates for world peace. Wang, a 1960 graduate of PLU, will further expand the international efforts at PLU. The Wang Center will organize and focus the university's nationally ranked study abroad programs to encourage more student participation. It will also serve as a research institute that will support faculty and bring together students and faculty for the exploration of global issues, both historical and contemporary. The Center will also organize regular forums on campus on important international issues. The first symposium is scheduled for the spring of 2003 and is titled "China in the 21st Century: Prospects for Peace."



In Stride with the EU

Trade Alliance Mission to the UK, Netherlands & Brussels

In March, Trade Alliance President Bill Stafford and Delegation Manager Kristi Beattie spent a day in Brussels meeting with EU representatives as part of an advance planning trip for the fall business mission.

Delegates are currently signing up for the September 27-October 10 Greater Seattle trip, which will include business representatives, as well as port, education and government officials. Participants will have the chance to explore opportunities in the UK (London, Bristol & Cambridge) and the Netherlands—regions highly interested in furthering ties with the Greater Seattle region.

Given the importance of the European Union to this region's economy, an additional day in Brussels will be dedicated to (1) examining the current state of

The first occurred on February 28, 2002 when the euro replaced the national currencies of twelve EU member states and became the legal tender for more than 300 million European citizens. For Greater Seattle companies transacting in the euro zone, the single currency means simplified accounting practices, greater transparency of prices across borders, and reduced exposure to currency fluctuation.

The second is the anticipated accession of 12 additional members to the EU. The schedule of negotiation and ratification will allow Poland—considered the necessary frontrunner in this next wave of accessions—to join the EU in 2004. The Trade Alliance learned this during a mission to Warsaw, Prague and Munich last year. Greater Seattle companies already doing business with Central and Southern European markets will automatically be ushered into the EU at the time of accession. In the meantime, those doing business with applicant states may face increased competition as emerging markets are wooed by suitors within the EU.

Of particular importance to the Greater Seattle region are the growing number of trade disputes between the EU and the U.S. In March, following the US announcement that tariffs would be imposed on imported steel products, the EU published a list of US exports it may sanction in return. The EU strategically targeted industries tied to certain U.S. states such as citrus fruit and textiles. With Greater Seattle the most trade-dependent region in the US, it is in our interest to understand the European perspective on trade relations with the U.S. and how our region may be affected in the future.

So, whether you are a banker or a barber, the changing landscape of the European Union has the potential to impact your business and should not pass by unnoticed. Take advantage of this opportunity to understand the EU and explore these important markets by contacting Kristi Beattie via the information in the box at left.

Facts on the Fall Mission to the UK, Netherlands & Brussels

When:	Sept. 27 - Oct 10, 2002
Where:	UK (London, Bristol & Cambridge), Netherlands & Brussels
Contact:	For additional information on participating in the Fall 2002 Business Mission, please contact Kristi Beattie by email at kristib@seattlechamber.com or by phone at 206-389-7255.
Key Sign-up Date:	July 1, 2002

Information is also available online at www.seattletradealliance.com.

the EU and (2) understanding US–EU trade relations and their impact on the Greater Seattle region from a European perspective.

The timing of the fall mission is set between two milestones in the development of the European Union.

Company Profile: Denny Miller Associates

A Patron Member of the Trade Alliance

Denny Miller Associates, a government relations consulting firm located across the street from the U.S. Capitol in Washington, DC, has been helping public agencies and corporations achieve legislative solutions in Washington, DC for the past 18 years.

Denny Miller Associates represents clients, primarily from the Pacific Northwest, across a broad range of sector areas, including international trade, defense and aerospace, transportation, high technology, education and natural resources. Their mission is to assist their clients by developing and executing legislative strategies, identifying market opportunities within the federal government and keeping their clients on the leading edge of information in the rapidly-changing world of politics, policy and regulatory matters in the nation's capital. Their reputation for broad experience and expertise and high performance have given them a deep reservoir of trust and goodwill among key lawmakers.

Denny Miller Associates represents clients, primarily from the Pacific Northwest, across a broad range of sector areas, including international trade, defense and aerospace, transportation, high technology, education and natural resources.

Denny Miller (President) formed Denny Miller Associates after the death of his boss, Senator Henry M. Jackson (D-WA), whom Miller had served for 16 years, the last seven as his Chief of Staff. **Sandra Miller** (Executive Vice President) joined him in running the company after their marriage in 1985; Sandra had been Vice President of Old National

Bank in Spokane. **Timothy Lovain** (Vice President and General Counsel) joined the firm in 1984 after service with Rep. Helen Meyner (D-NJ) and Senator Slade Gorton (R-WA) and as a Coast Guard officer. **Wally Burnett** (Vice President and General Counsel) recently joined the firm after five years as the



Senate Transportation Appropriations Subcommittee Republican Staff Director and service in both the Transportation and Defense Departments under the first Bush Administration. **Sam Spina** (Vice President and Special Counsel) joined the firm last year after serving in senior levels for Senators Slade Gorton, Brock Adams (D-WA), Dan Evans (R-WA), Henry Jackson and Warren Magnuson (D-WA). **Sandy Mathiesen** (Vice President) joined the firm after working for former Speaker Thomas Foley (D-WA). **Judy Hafner** recently joined the firm as Vice President, Technology and Special Projects, after working in business consulting and for the American Association of Airport Executives, the U.S. Department of Transportation and the House Public Works and Transportation Committee.

Denny Miller Associates has been actively engaged in international trade issues for many years for many clients, including the Boeing Company, the Toy Industry of America and the Ports of Tacoma and Everett. For example, they were an integral part of the efforts to secure Permanent Normal Trading Relations for China and resist protectionist legislation on logs and textiles. They are proud to have helped keep billions of dollars in toys moving across the docks of the Ports of Tacoma and Seattle.

They have also worked on many less visible trade issues of major consequence for their clients.

For additional information on this company we welcome you to visit www.dennymiller.com.

Company Profile: Starbucks Coffee Company

A Patron Member of the Trade Alliance

Starbucks Coffee Company was founded in 1971, opening its first location in Seattle's Pike Place Market. Starbucks is the world's leading retailer, roaster and brand of specialty coffee with coffeehouses in North America, Europe, Middle East and the Pacific Rim. More than 18 million customers visit a Starbucks coffeehouse each week.

When **Howard Schultz** first joined the company in the early 1980s, Starbucks was already a local, highly respected roaster and retailer of whole bean and ground coffees. He purchased Starbucks with the support of local investors in 1987. In addition to well situated coffeehouses, Starbucks sells coffee and tea products through its specialty operations, including Starbucks.com.

"You get more than the finest coffee when you visit a Starbucks—you get great people, first-rate music and a comfortable and upbeat meeting place," says Schultz. "We establish the value of buying a product at Starbucks by our uncompromising quality and by building a personal relationship with each of our customers. Starbucks is rekindling America's love affair with coffee, bringing romance and fresh flavor back to the brew."

In addition to quality coffee, Starbucks features a variety of hand-crafted beverages, Tazo teas, freshly baked pastries and in some markets, a selection of high quality sandwiches and salads. Starbucks specialty merchandise includes exclusive espresso machines and coffee brewers, unique confections and other coffee and tea related items. Since 1999, Hear Music has been the voice of music at Starbucks, increasing the complexity of Starbucks musical selections.

Starbucks has more than 55,000 partners (employees). Eligible part- and full-time partners qualify for a comprehensive benefit package that includes stock option grants through *Bean Stock*,

Starbucks company-wide stock option plan.

Starbucks is dedicated to supporting the communities in which it does business by supporting organizations that benefit literacy, children's welfare, AIDS outreach and environmental awareness. Starbucks is also involved in a variety of community-focused cultural events, including jazz and film festivals.



The Starbucks Foundation was established in 1997, with an initial contribution from Schultz. The Foundation identified literacy as its first charitable focus and has donated more than \$4.2 million to more than 450 organizations. In September 2001, Starbucks began a four-year, \$1 million commitment to Jumpstart, a national organization which pairs college student tutors through AmeriCares with Head Start children. In addition to Starbucks

commitment to various literacy organizations, Starbucks partners and customers have donated more than 1.4 million books to libraries and children's clubs across the country through *All Books for Children*.

Recently, Starbucks developed new coffee purchasing guidelines as a pilot program in partnership with The Center for Environmental Leadership in Business, a division of Conservation International (CI). The goals of the guidelines are to support Starbucks commitment to purchase coffee grown and processed by suppliers who meet important environmental, social, economic and quality standards, and to help sustain the people and places that produce Starbucks coffees. In October 2001, Starbucks offered \$1 million in financial support through Calvert Social Investment Foundation to coffee farmers.

For more information about our company, visit www.starbucks.com



TRADE
DEVELOPMENT
ALLIANCE
of
GREATER
SEATTLE

The Trade Development Alliance of Greater Seattle is a partnership of the **City of Seattle, Port of Seattle, Port of Tacoma, City of Everett, Metropolitan King County Government, Snohomish County, organized labor** and the **Greater Seattle Chamber of Commerce**. The Trade Alliance is dedicated to promoting this region as one of North America's premier international gateways and commercial centers. Through cooperative efforts, this coalition of public and private-sector organizations will enlist its members' unique and diverse resources to accomplish this goal.

1301 Fifth Avenue, Suite 2400
Seattle, Washington 98101-2603 U.S.A.
Tel: (206) 389-7301
Fax: (206) 624-5689
www.seattletradealliance.com
Email: tdags@seattlechamber.com

Trade Development Alliance of Greater Seattle
1301 Fifth Avenue, Suite 2400
Seattle, Washington 98101-2603 U.S.A.

PRSRT STD
US POSTAGE
PAID
Permit No. 1031
Seattle, WA